

CONTRACT



WVIT
1422 New Britain Ave
West Hartford, CT 06110
(860) 521-3030

www.nbcconnecticut.com

And:

MENTZER MEDIA
DO NOT MAIL
600 FAIRMOUNT AVENUE
SUITE 306
TOWSON, MD 21286

<u>Contract / Revision</u> 332675 /		<u>Alt Order #</u>
<u>Product</u> SENATE 2012		
<u>Contract Dates</u> 09/04/12 - 09/10/12	<u>Estimate #</u> 1294	
<u>Advertiser</u> LINDA MCMAHON FOR SENATE		<u>Original Date / Revision</u> 08/29/12 / 08/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WVIT	<u>Account Executive</u> Corey Lane	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
		<u>Total Ratings</u> 293.00
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 42748	<u>Advertiser Ref</u> 20828	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WVIT	09/04/12	09/09/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	4	\$1,800.00
ALL SPOTS ON ORDER - IMMEDIATE PREEMPTIBLE CLASS OF TIME													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- 1111 - -				4	\$450.00	3.00			
N 2	WVIT	09/04/12	09/09/12	7-9A TODAY SHOW	7A-9A		:30				NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- 1111 - -				4	\$500.00	3.00			
N 3	WVIT	09/04/12	09/09/12	4-5P ELLEN	4P-5P		:30				NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- 2222 - -				8	\$250.00	2.00			
N 4	WVIT	09/04/12	09/09/12	5-6P CT NEWS @ 5PM	5P-6P		:30				NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- 1111 - -				4	\$750.00	3.00			
N 5	WVIT	09/04/12	09/09/12	6-630P M-F CT NEWS @ 6	6P-630P		:30				NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- 1111 - -				4	\$950.00	4.00			
N 6	WVIT	09/04/12	09/09/12	630-7P NIGHTLY NEWS	630-7P		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - 1 - -				1	\$2,000.00	5.00			
N 7	WVIT	09/04/12	09/09/12	7-730P EXTRA	7P-730P		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- 1 - 11 - -				3	\$400.00	3.00			
N 8	WVIT	09/04/12	09/09/12	730-8P ACCESS HOLLYWO	730P-8P		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- 1 - 11 - -				3	\$400.00	3.00			
N 9	WVIT	09/04/12	09/09/12	1135-1235A TONIGHT SHO	1135P-1235A		:30				NM	6	\$1,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision 332675 /		Alt Order #
Contract Dates 09/04/12 - 09/10/12	Product SENATE 2012	Estimate # 1294
Advertiser LINDA MCMAHON FOR S		Original Date / Revision 08/29/12 / 08/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- 1212 - -				6	\$250.00	3.00			
N 10	WVIT	09/04/12	09/09/12	11-1135P LATE NEWS	11P-1135P		:30				NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- 1111 - -				4	\$1,000.00	4.00			
N 11	WVIT	09/04/12	09/09/12	11-1135P LATE NEWS	11P-1135P		:30				NM	2	\$1,600.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - - 11				2	\$800.00	4.00			
N 12	WVIT	09/04/12	09/09/12	8-10P AMERICA'S GOT TAL	8P-10P		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- T - - - - -				1	\$3,000.00	5.00			
N 13	WVIT	09/04/12	09/09/12	DEMOCRATIC CONVENTIO	10P-11P		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- T - - - - -				1	\$2,500.00	5.00			
N 14	WVIT	09/04/12	09/09/12	NFL KICKOFF SHOW	730p-830p		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- - W - - - -				2	\$1,200.00	7.00			
N 15	WVIT	09/04/12	09/09/12	NFL WED OPNG GAME LOC	830P-1130P		:30				NM	2	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- - W - - - -				2	\$5,500.00	12.00			
N 16	WVIT	09/04/12	09/09/12	F9-10P GRIMM	9-10P		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - F - -				2	\$1,000.00	3.00			
N 17	WVIT	09/04/12	09/09/12	10-11P DATELINE NBC	10P-11P		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - F - -				2	\$1,500.00	2.00			
N 18	WVIT	09/04/12	09/09/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	2	\$200.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - - S -				2	\$100.00	2.00			
N 19	WVIT	09/04/12	09/09/12	7-9A SATURDAY TODAY	7A-9A		:30				NM	2	\$700.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - - S -				2	\$350.00	4.00			
N 20	WVIT	09/04/12	09/09/12	6-630P CT NEWS SAT @	6F6P-630P		:30				NM	1	\$550.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - - S -				1	\$550.00	5.00			
N 21	WVIT	09/04/12	09/09/12	6-630P CT NEWS SUN @	6F6P-630P		:30				NM	1	\$550.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	- - - - - S				1	\$550.00	5.00			
N 22	WVIT	09/04/12	09/09/12	7-8A CT NEWS TODAY	7A-8A		:30				NM	2	\$350.00
LUR													

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Contract / Revision 332675 /		Alt Order #
Contract Dates 09/04/12 - 09/10/12	Product SENATE 2012	Estimate # 1294
Advertiser LINDA MCMAHON FOR S		Original Date / Revision 08/29/12 / 08/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				2	\$175.00	3.00			
N 23	WVIT	09/04/12	09/09/12	8-9A SUNDAY TODAY	8A-9A		:30				NM	2	\$700.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				2	\$350.00	3.00			
N 24	WVIT	09/04/12	09/09/12	FTBL NIGHT AMERICA NON	7P-815P		:30				NM	2	\$2,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				2	\$1,000.00	3.00			
N 25	WVIT	09/04/12	09/09/12	NFL PITT V. DENVER	830P-11P		:30				NM	2	\$6,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				2	\$3,000.00	6.00			
N 26	WVIT	09/10/12	09/10/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	1	\$450.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$450.00	3.00			
N 27	WVIT	09/10/12	09/10/12	7-9A TODAY SHOW	7A-9A		:30				NM	1	\$475.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$475.00	3.00			
N 28	WVIT	09/10/12	09/10/12	4-5P ELLEN	4P-5P		:30				NM	2	\$400.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				2	\$200.00	2.00			
N 29	WVIT	09/10/12	09/10/12	5-6P CT NEWS @ 5PM	5P-6P		:30				NM	1	\$550.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$550.00	3.00			
N 30	WVIT	09/10/12	09/10/12	630-7P NIGHTLY NEWS	630-7P		:30				NM	1	\$2,000.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$2,000.00	5.00			
N 31	WVIT	09/10/12	09/10/12	7-730P EXTRA	7P-730P		:30				NM	1	\$450.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$450.00	3.00			
N 32	WVIT	09/10/12	09/10/12	730-8P ACCESS HOLLYWO	730P-8P		:30				NM	1	\$450.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$450.00	3.00			
N 33	WVIT	09/10/12	09/10/12	1135-1235A TONIGHT SHO	1135P-1235A		:30				NM	2	\$450.00
LUR													

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Contract Dates 09/04/12 - 09/10/12	Product SENATE 2012	Estimate # 1294
Advertiser LINDA MCMAHON FOR S		Original Date / Revision 08/29/12 / 08/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				2	\$225.00	3.00			
N 34	WVIT	09/10/12	09/10/12	11-1135P LATE NEWS	11P-1135P		:30				NM	1	\$800.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$800.00	4.00			
N 35	WVIT	09/10/12	09/10/12	M8-10P VOICE	8-10P		:30				NM	1	\$3,500.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$3,500.00	6.00			
N 36	WVIT	09/10/12	09/10/12	M10-11P GRIMM	10P-11P		:30				NM	2	\$2,400.00
LUR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				2	\$1,200.00	5.00			
Totals										293.00		81	\$70,975.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	81	\$70,975.00	\$60,328.75
Totals	81	\$70,975.00	\$60,328.75

Signature: _____ **Date:** _____

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This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.